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ABSTRACT

2       The disclosed methods and apparatus relate generally to the  
3       electronics media industry, such as cable television (CATV), home  
4       shopping services, on-line computer services and computer memory  
5       applications. These methods and apparatus allow a user to access  
6       and make use of electronic media input and output devices by  
7       reference to and/or utilization of standard printed matter, such  
8       as magazines, textbooks, or any other printed matter that can be  
9       correlated to electronic media.